

CLAIMS

1. An audience rating calculating system comprising:

a broadcast station for broadcasting a plurality of programs;

5 a plurality of receivers each of which selectively receives and reproduces a program broadcasted from the broadcast station;

a plurality of remote controllers each of which transmits a program selection signal representing a program selection request from a user to any one of the plurality of receivers; and

10 an audience rating calculating server for calculating audience ratings of users, wherein:

each of the remote controllers includes a means for storing audience identification information which uniquely specifies the user, and transmits the audience identification information after adding the audience
15 identification information to the program selection signal, according to a program selection operation performed by the user;

each of the receivers includes a storage means, receives from the broadcast station the program selection signal, the audience identification information, and a program which is designated by the program selection
20 signal, and stores in the storage unit program identification information for uniquely specifying the received program, the audience identification information, and a viewing time of the program correspondingly, as viewing history information; and

the audience rating calculating server includes an audience attribute
25 information storage means for storing the audience identification information and attribute information representing attributes of the audiences correspondingly, collects viewing history information stored in the plurality of receivers, and calculates an attribute-specific audience rating on the basis of the collected viewing history information and the

attribute information stored in the audience attribute information storage means.

2. An audience rating calculating system according to claim 1, wherein
5 each of the remote controllers is a mobile communication terminal which is accommodated in a mobile communication network, and includes a first wireless interface for performing wireless communication with a base station in the mobile communication network and a second wireless interface for transmitting the program selection signal to any one of the
10 plurality of receivers.

3. An audience rating calculating system according to claim 2, wherein each of the mobile communication terminals is a mobile telephone that performs conversation in a wireless manner.

4. An audience rating calculating system according to claim 2, wherein each of the receivers is network-connected to the mobile communication network; and

the first wireless interface transmits the program selection signal to
20 any one of the plurality of receivers via the mobile communication network.

5. An audience rating calculating system according to claim 1, wherein the program selection signal includes data representing a request for recording
25 of the program.

6. An audience rating calculating system according to claim 1, wherein the program is supplied to each of the receivers by a broadcast radio wave.

7. An audience rating calculating system according to claim 1, wherein each of the receivers is connected to the broadcast station via a network, and the program is supplied to each of the receivers via the network.

5 8. An audience rating calculating system according to claim 1, wherein each of the receivers stores audience identification information of audiences who are registered to receive information of the program from the receiver, and includes a judging means for judging whether a request specified by the program selection signal is valid by comparing the
10 audience identification information contained in the received program selection signal with the audience identification information of the audiences who are registered to receive the program information.

15 9. An audience rating calculating system according to claim 1, wherein the broadcast station includes a means for obtaining the audience rating calculated by the audience rating calculating server.

20 10. An audience rating calculating system according to claim 1, wherein the remote controller obtains the audience rating calculated by the audience rating calculating server.

11. A mobile communication terminal comprising:

a memory for storing identification information for uniquely specifying a user of the mobile communication terminal;

25 a first wireless interface; and

a second wireless interface, wherein the first wireless interface performs wireless communication with a base station of on mobile communication network; and

the second wireless interface adds the identification information to a

program selection signal representing a program selection request from the user, and transmits the program selection signal containing the identification information to a receiver which selectively receives and reproduces a program broadcasted from a broadcast station according to a selection operation performed by the user.

12. A mobile communication terminal according to claim 11, wherein the mobile communication terminal is a mobile telephone which carries out voice communications by radio.

13. A mobile communication terminal according to claim 11, wherein the receiver is connected to the mobile communication network, and

the first wireless interface transmits the program selection signal to the receiver via the mobile communication network.

14. A mobile communication terminal according to claim 11, the program selection signal contains data representing a request for recording of the program.

15. A receiver which selectively receives and reproduces a program broadcasted from a broadcast station, has a storage unit, receives a program selection signal representing a program selection request from a user, audience identification information for uniquely identifying the user which is sent from a remote controller, and a program designated by the program selection signal from the broadcast station, and stores program identification information for uniquely identifying the received program, the audience identification information, and a viewing time of the program correspondingly in the storage unit as viewing history information.

16. A receiver according to claim 15, further stores audience identification information of audiences who are registered to receive information of the program from the receiver and has a judging means for judging whether a designation specified by the program selection signal is valid by
5 comparing the audience identification information included in the received program selection signal with the audience identification information showing the audiences who are registered to receive the program information.

10 17. An audience rating calculating server comprising an audience attribute information storage means for storing audience identification information uniquely identifying users and attribute information indicating attributes of the audiences correspondingly, which collects viewing history information stored in each of the receivers for selectively receiving and
15 reproducing a program broadcasted from a broadcast station and calculates an attribute-specific audience rating on the basis of the collected viewing history information and the attribute information stored in the audience attribute information storage means.